

FEC FORM 5**REPORT OF INDEPENDENT EXPENDITURES MADE AND CONTRIBUTIONS RECEIVED****To Be Used by Persons (Other than Political Committees) including Qualified Nonprofit Corporations**

1. (a) Name of Individual, Organization or Corporation People For the American Way		3. FEC Identification Number C C90012071
(b) Address (number and street) <input type="checkbox"/> check if different than previously reported 2000 M Street, NW Suite 400		
(c) City, State and ZIP Code Washington DC 20036		
2. Corporate filers only	Is the filer a qualified nonprofit corporation? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Individual filers only	Name of Employer	Occupation

4. TYPE OF REPORT (check appropriate boxes):

- (a) ☐ April 15 Quarterly Report ☒ 24-Hour Notice ☐ 48-Hour Notice
- ☐ July 15 Quarterly Report
- ☐ October Quarterly Report
- ☐ January 31 Year-End Report

(b) Is this Report an amendment? Yes ☐ No ☒

5. COVERING PERIOD: FROM

M	M
1	0

 /

D	D
2	8

 /

Y	Y	Y	Y
2	0	1	0

THROUGH

M	M
1	0

 /

D	D
2	9

 /

Y	Y	Y	Y
2	0	1	0

6. TOTAL CONTRIBUTIONS

.00

7. TOTAL INDEPENDENT EXPENDITURES.....

10040.29

Under penalty of perjury, I certify that the independent expenditures reported herein were not made with the cooperation or prior consent of, or in constitution with, or at the request or suggestion of, a candidate or a candidate's agent or authorized committee or a political party committee or its agent. In addition, if the independent expenditures reported herein were made by a corporation, I certify that the corporation is a qualified nonprofit corporation under the Commission's regulations.

TYPE OR PRINT NAME OF PERSON COMPLETING FORM

SIGNATURE

DATE

Deborah Liu

10/29/2010

NOTE: Submission of false, erroneous or incomplete information may subject the person signing this report to the penalties of 2 U.S.C. 437g.

For further information, contact:

Federal Election Commission, 999 E Street, N.W., Washington, D.C. 20463 Toll Free 800-424-9530, Local 202-694-1100

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

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FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee
Strategic Consulting Group

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0Mailing Address
4318 North Elston
Suite 200

Amount

414.96

City State Zip Code
Chicago IL 60641

Purpose of Expenditure

automated telephone calls to current and former members

Category/
Type

Office Sought:

☐ House

State: CO

Senate

☒ Senate

District: _____

☐ President

Check One:

☒ Support☐ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Michael BennettCalendar Year-To-Date Per Election
for Office Sought

.00

Disbursement For:
2010☐ Primary☒ General☐ Other (specify) _____Full Name (Last, First, Middle Initial) of Payee
Wild Bunch Media, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 9 / 2 0 1 0Mailing Address
1101 30th Street, NW
Suite 500

Amount

8790.00

City State Zip Code
Washington DC 20036

Purpose of Expenditure

cable television ad production Ken Buck

Category/
Type

Office Sought:

☐ House

State: CO

Senate

☒ Senate

District: _____

☐ President

Check One:

☐ Support☒ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Ken BuckCalendar Year-To-Date Per Election
for Office Sought

.00

Disbursement For:
2010☐ Primary☒ General☐ Other (specify) _____Full Name (Last, First, Middle Initial) of Payee
Google, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0Mailing Address
Dept. No. 33654, P.O. Box 39000

Amount

317.67

City State Zip Code
San Francisco CA 94139

Purpose of Expenditure

internet ad to promote political ads; Rogues Gallery

Category/
Type

Office Sought:

☐ House

State: CO

Senate

☒ Senate

District: _____

☐ President

Check One:

☐ Support☒ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Ken BuckCalendar Year-To-Date Per Election
for Office Sought

.00

Disbursement For:
2010☐ Primary☒ General☐ Other (specify) _____

(a) SUBTOTAL of Itemized Independent Expenditures

9522.63

(b) SUBTOTAL of Unitemized Independent Expenditures

(c) TOTAL Independent Expenditures
(carry total from last page forward to Line 7)

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ITEMIZED INDEPENDENT EXPENDITURESPAGE **3 / 5**

FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee
Google, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0

Mailing Address

Dept. No. 33654, P.O. Box 39000

Amount

233.83

City

San Francisco

State

CA

Zip Code

94139

Purpose of Expenditure

internet ad to promote political ads; Rogues Gallery & video ad

Category/
Type

Office Sought:

☐ HouseState: KY

Senate

☒ Senate

District: _____

☐ President

Check One:

☐ Support☒ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Rand Paul

Disbursement For:
2010☐ Primary☒ General☐ Other (specify) _____Calendar Year-To-Date Per Election
for Office Sought

.00

Full Name (Last, First, Middle Initial) of Payee
Google, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0

Mailing Address

Dept. No. 33654, P.O. Box 39000

Amount

9.76

City

San Francisco

State

CA

Zip Code

94139

Purpose of Expenditure

internet ad to promote political ads; Rogues Gallery

Category/
Type

Office Sought:

☐ HouseState: PA

Senate

☒ Senate

District: _____

☐ President

Check One:

☐ Support☒ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Pat Toomey

Disbursement For:
2010☐ Primary☒ General☐ Other (specify) _____Calendar Year-To-Date Per Election
for Office Sought

.00

Full Name (Last, First, Middle Initial) of Payee
Google, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0

Mailing Address

Dept. No. 33654
P.O. Box 39000

Amount

38.57

City

San Francisco

State

CA

Zip Code

94139

Purpose of Expenditure

internet ad to promote political ads; Rogues Gallery & cable ad

Category/
Type

Office Sought:

☐ HouseState: WI

Senate

☒ Senate

District: _____

☐ President

Check One:

☐ Support☒ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Ron Johnson

Disbursement For:
2010☐ Primary☒ General☐ Other (specify) _____Calendar Year-To-Date Per Election
for Office Sought

.00

(a) **SUBTOTAL** of Itemized Independent Expenditures

282.16

(b) **SUBTOTAL** of Unitemized Independent Expenditures(c) **TOTAL** Independent Expenditures
(carry total from last page forward to Line 7)

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ITEMIZED INDEPENDENT EXPENDITURES

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FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee
Facebook, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0Mailing Address
1601 S. California Ave.

Amount

60.09

City State Zip Code
Palo Alto CA 94304Purpose of Expenditure
internet ad to promote political ads; Rogues GalleryCategory/
TypeOffice Sought: ☐ House State: COSenate ☒ Senate District: _____☐ PresidentCheck One: ☐ Support ☒ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Ken BuckCalendar Year-To-Date Per Election
for Office Sought .00Disbursement For: ☐ Primary ☒ General
2010
☐ Other (specify) _____Full Name (Last, First, Middle Initial) of Payee
Facebook, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0Mailing Address
1601 S. California Ave.

Amount

56.30

City State Zip Code
Palo Alto CA 94304Purpose of Expenditure
internet ad to promote political ads; Rogues GalleryCategory/
TypeOffice Sought: ☐ House State: KYSenate ☒ Senate District: _____☐ PresidentCheck One: ☐ Support ☒ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Rand PaulCalendar Year-To-Date Per Election
for Office Sought .00Disbursement For: ☐ Primary ☒ General
2010
☐ Other (specify) _____Full Name (Last, First, Middle Initial) of Payee
Facebook, Inc.

Date

M M / D D / Y Y Y Y
1 0 / 2 8 / 2 0 1 0Mailing Address
1601 S. California Ave.

Amount

15.84

City State Zip Code
Palo Alto CA 94304Purpose of Expenditure
internet ad to promote political ads; Rogues GalleryCategory/
TypeOffice Sought: ☐ House State: PASenate ☒ Senate District: _____☐ PresidentCheck One: ☐ Support ☒ OpposeName of Federal Candidate Supported or Opposed by Expenditure:
Pat ToomeyCalendar Year-To-Date Per Election
for Office Sought .00Disbursement For: ☐ Primary ☒ General
2010
☐ Other (specify) _____

(a) SUBTOTAL of Itemized Independent Expenditures

132.23

(b) SUBTOTAL of Unitemized Independent Expenditures

(c) TOTAL Independent Expenditures
(carry total from last page forward to Line 7)

SCHEDULE 5-E
ITEMIZED INDEPENDENT EXPENDITURES

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FOR LINE 7 FOR FORM 5

NAME OF FILER (In Full)

People For the American Way

Full Name (Last, First, Middle Initial) of Payee
Facebook, Inc.

Date

M	M	/	D	D	/	Y	Y	Y	Y
1	0		2	8		2	0	1	0

Mailing Address
1601 S. California Ave.

Amount

103.27

City	State	Zip Code
Palo Alto	CA	94304

Purpose of Expenditure
internet ad to promote political ads; Rogues GalleryCategory/
Type

Office Sought:

☐

House

State: WI

Senate

☒

Senate

District: _____

☐

President

Check One:

☐

Support

☒

Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:
Ron JohnsonCalendar Year-To-Date Per Election
for Office Sought

.00

Disbursement For:
2010☐

Primary

☒

General

☐ Other (specify) _____

(a) SUBTOTAL of Itemized Independent Expenditures

103.27

(b) SUBTOTAL of Unitemized Independent Expenditures

(c) TOTAL Independent Expenditures
(carry total from last page forward to Line 7)

10040.29